Permit #F00038815

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00038815 **Type of Permit:** FILMING **Release Date:** 04/05/2011

Production Company AMERICAN SPIRIT PRODUCTIONS

Insured Company Name AMERICAN SPIRIT PRODUCTIONS
Contact Phone No. 1 818-590-0319
Contact Phone No. 2
Fax
Address 12436 OTSEGO ST
VALLEY VILLAGE, California 91607

Production Title NIELSEN AD AWARDS

Type of Production Industrial Video

Producer Brad Michaelson

Director Brad Michaelson

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Brad Michaelson
Primary Phone Mobile - 818-590-0319
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 818-590-0319
Secondary Phone

Fees

FILMLA MODIFIED PERMIT APPLICATION FEE $50.00

Total Permit Fee $50.00

Number of Locations 7

NOT A PERMIT

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Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address 10 Frwy, 110 Freeway, 101 Frwy, Alameda St., Inclusive (Excluding Freeways), Los Angeles, CA, 90071

Location Name DOWNTOWN DRIVING GRID

Location Type Driving grid

Location Description Downtown Grid

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document AmericanSpirit.Nielsen.38815.501c3.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Location Notes Must Comply with Attached Downtown Conditions

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Private lot

NOT A PERMIT

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Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address 6925 Hollywood Blvd, Los Angeles, CA, 90028

Location Name GRAUMAN'S CHINESE THEATER

Location Type Theater

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4
Spot Check	1

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No blocking of exits/entrances/driveways
No cabling or light setups
No interior equipment placement or activities

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events

Coordinator Note Spot check ok per Capt Fowlks

Parking

Base Camp
Location Type : Filming Location

Parking Notes
Private lot

Crew Parking
Location Type : Filming Location

NOT A PERMIT

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Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address Rose Ave., Pacific Ave - Ocean Front Walk, Los Angeles, CA, 90291

Location Type Street

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents Venice Area January 2010.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Private lot

Crew Parking
Location Type : Filming Location

NOT A PERMIT

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Los Angeles, CA 90017
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www.filmla.com

Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address Venice Blvd., Pacific Ave - Ocean Front Walk, Los Angeles, CA, 90291

Location Type Street

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Private lot

Crew Parking
Location Type : Filming Location

NOT A PERMIT

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Los Angeles, CA 90017
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Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address Sunset Blvd., Wilcox Av - Vine St, Los Angeles, CA, 90038

Location Type Street

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Private lot

Crew Parking
Location Type : Filming Location

NO PERMIT

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1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address Wilshire Blvd., S Fairfax Av - Hauser Blvd, Los Angeles, CA, 90048

Location Type Street

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Private lot

Crew Parking
Location Type : Filming Location

NO PERMIT

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Los Angeles, CA 90017
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Summary Information — Location

Permit Number	F00038815	**Location Manager**	Brad Michaelson
Production Company	AMERICAN SPIRIT PRODUCTIONS	Primary Phone	Mobile - 818-590-0319
Insured Company	AMERICAN SPIRIT PRODUCTIONS	Secondary Phone	
Production Title	NIELSEN AD AWARDS		

Location Address Hollywood Blvd., N La Brea Av - N Las Palmas Av, Los Angeles, CA, 90028

Location Type Street

Film Dates 4/5/2011 - 4/5/2011 12:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Camera on sticks; Equipment on sidewalk only.; Exterior Dialogue; Exterior MOS; Handheld equipment; Man on the street interviews;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
Private lot

NO PERMIT

Permit #F00038815

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: AUG 17 2009

Employer Identification Number:
26-0022546
DLN:
17053227706029
Contact Person:
FAITH E CUMMINS ID# 31534
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
509(a)(2)

AMERICAN SPIRIT PRODUCTIONS INC
12436 OTSEGO ST
VALLEY VILLAGE, CA 91607-0000

Dear Applicant:

Our letter dated September 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, our letter dated August 2009 in which you were presumed to be a private foundation is hereby superseded. You are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,

213-977-8601
Adm
Permit F0643

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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FilmL.A. Inc. PERMIT